BLACKBIRD FOR TRAINING

Integrated Hospitality and Fleet Management

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Casablanca (Morocco)

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Introduction

The Integrated Hospitality and Fleet Management course provides a structured approach to managing two essential support functions that directly influence organizational performance, employee experience, and operational continuity. Hospitality services ensure that employees, visitors, executives, and guests receive consistent and professional support, while fleet management ensures that vehicles remain available, compliant, safe, and cost-effective.

This course explains how to integrate hospitality operations, transportation services, fleet activities, facilities coordination, and service-provider management within a unified operational framework. It addresses the responsibilities of logistics support and support services managers who must balance service quality, operational efficiency, safety requirements, financial control, and stakeholder expectations.

Participants will examine practical methods for planning hospitality services, managing accommodation and catering arrangements, coordinating executive and visitor services, controlling vehicle utilization, scheduling preventive maintenance, monitoring fuel consumption, and managing drivers. The course also covers budgeting, contract management, supplier performance, operational risk, digital monitoring systems, and performance reporting.

Through practical exercises and an integrated case study, participants will develop the ability to establish service standards, improve resource utilization, control operating costs, resolve service failures, and prepare management reports. The course supports the development of coordinated hospitality and fleet operations that respond effectively to organizational requirements while maintaining accountability, safety, and service consistency.

Course Objectives

By the end of this course, participants will be able to.



- Define the operational scope of integrated hospitality and fleet management.
- Align hospitality and fleet services with organizational priorities and stakeholder requirements.
- Establish clear service standards for employees, visitors, executives, and guests.
- Plan accommodation, catering, reception, transportation, and logistical support services.
- Analyze service demand and allocate resources according to operational requirements.
- Develop fleet acquisition, allocation, utilization, and replacement strategies.
- Apply vehicle scheduling methods that improve availability and reduce idle capacity.
- Design preventive and corrective maintenance programs for organizational fleets.
- Monitor fuel consumption, vehicle condition, mileage, and operating costs.
- Establish driver management, safety, conduct, and performance requirements.
- Prepare hospitality and fleet operating budgets using reliable cost information.
- Evaluate outsourcing decisions and manage service-provider contracts.
- Define service-level agreements and measurable supplier performance standards.
- Apply risk management and business continuity measures to support services.
- Use digital systems and operational dashboards to monitor service performance.
- Analyze service failures, complaints, incidents, and recurring operational problems.
- Develop performance indicators for quality, safety, efficiency, cost, and satisfaction.
- Prepare an integrated improvement plan for hospitality and fleet operations.

Course Outlines

Day 1: Integrated Support Services Strategy and Operating Model.

- Defining the responsibilities of logistics support and support services management.
- Understanding the relationship between hospitality, fleet, facilities, and logistics operations.
- Translating organizational priorities into operational service requirements.
- Identifying internal customers, executives, visitors, guests, and other stakeholders.
- Mapping hospitality and fleet service processes from request to completion.
- Establishing service standards, approval authorities, and escalation procedures.
- Assessing current service capacity, resources, constraints, and performance gaps.
- Determining which services should be managed internally or outsourced.
- Developing an integrated operating model with clear responsibilities.

Day 2: Hospitality Services Planning and Quality Control.

- Planning reception, guest relations, accommodation, catering, and event support services.
- Establishing professional protocols for executive and official visitor services.
- Coordinating room bookings, travel arrangements, transportation, and special requests.
- Preparing service procedures, checklists, schedules, and quality standards.
- Managing catering quality, hygiene requirements, food safety, and service consistency.
- Coordinating hospitality activities with security, facilities, procurement, and finance.
- Managing complaints, service failures, urgent requests, and recovery actions.
- Monitoring guest satisfaction and analyzing feedback to identify recurring issues.
- Controlling hospitality costs without reducing required service standards.



Day 3: Fleet Planning, Utilization, Maintenance, and Driver Management.

- Assessing transportation demand and determining appropriate fleet capacity.
- Selecting vehicles according to operational requirements, lifecycle costs, and usage conditions.
- Developing vehicle acquisition, leasing, allocation, and replacement strategies.
- Scheduling vehicles and coordinating transportation requests efficiently.
- Monitoring vehicle utilization, mileage, availability, downtime, and idle capacity.
- Establishing preventive and corrective maintenance schedules.
- Managing vehicle inspections, licensing, insurance, records, and compliance requirements.
- Monitoring fuel consumption and investigating abnormal usage patterns.
- Establishing driver recruitment, scheduling, safety, conduct, and performance controls.

Day 4: Financial Control, Contracts, Suppliers, and Operational Risk.

- Preparing hospitality and fleet operating budgets.
- Identifying fixed, variable, direct, and indirect support-service costs.
- Calculating total vehicle ownership and lifecycle costs.
- Forecasting expenditure for fuel, maintenance, accommodation, catering, and outsourced services.
- Preparing scopes of work and technical requirements for service contracts.
- Defining service-level agreements, performance standards, and contract penalties.
- Evaluating suppliers based on quality, cost, compliance, responsiveness, and reliability.
- Managing contract performance, invoices, variations, disputes, and corrective actions.
- Assessing safety, service continuity, reputational, financial, and supplier risks.

Day 5: Digital Monitoring, Performance Reporting, and Integrated Improvement.

- Using fleet management systems, tracking technologies, and digital service platforms.
- Designing dashboards for hospitality quality, fleet availability, safety, and operating costs.
- Selecting key performance indicators aligned with organizational priorities.
- Analyzing utilization, maintenance, fuel, supplier, complaint, and satisfaction data.
- Investigating performance gaps and identifying their root causes.
- Developing corrective actions with responsibilities and completion deadlines.
- Preparing concise operational reports for senior management.
- Establishing audit controls and record-management requirements.
- Developing an integrated hospitality and fleet improvement plan.
- Presenting and evaluating the final integrated case study.
- Assessing proposed plans according to feasibility, cost, risk, and operational value.



Why Attend this Course: Wins & Losses!

- Build an integrated approach to managing hospitality and fleet services.
- Improve service consistency across hospitality, transportation, and support operations.
- Strengthen coordination between logistics, facilities, procurement, finance, and security.
- Improve vehicle availability while reducing downtime and idle capacity.
- Control hospitality, fuel, maintenance, supplier, and transportation costs.
- Establish measurable service standards and clear operational responsibilities.
- Improve driver management, vehicle safety, and regulatory compliance.
- Strengthen supplier selection, contract monitoring, and service-level management.
- Use operational data and dashboards to support management decisions.
- Improve responses to complaints, incidents, service failures, and urgent requirements.
- Develop practical continuity plans for disruptions affecting support services.
- Prepare clear performance reports for senior management and stakeholders.

Conclusion

The Integrated Hospitality and Fleet Management course provides a coordinated framework for managing essential organizational support services. It connects hospitality operations, transportation requirements, fleet activities, supplier management, financial control, safety, and performance reporting within one structured operating model.

The course begins by defining the responsibilities of logistics support and support services management. Participants examine how to translate organizational priorities into clear service requirements, identify stakeholder expectations, map operational processes, and assign responsibilities. This foundation supports consistent service delivery and reduces duplication, delays, and unclear accountability.

Hospitality management is addressed through practical methods for planning reception services, guest support, accommodation, catering, events, and executive requirements. Participants learn how to establish quality standards, coordinate with other departments, control costs, manage complaints, and respond effectively when service failures occur.

The fleet management component covers transportation demand, vehicle acquisition and allocation, utilization monitoring, maintenance planning, fuel control, driver management, and compliance. Participants learn how to evaluate fleet performance using reliable data and how to balance vehicle availability, safety, service requirements, and operating costs.

The course also examines budgeting, supplier evaluation, contract management, service-level agreements, and operational risk. These areas enable support services managers to maintain stronger financial control, improve supplier accountability, and prepare continuity measures for disruptions.

During the final stage, participants use performance indicators, digital monitoring systems, and operational reports to evaluate integrated hospitality and fleet activities. They prepare an improvement plan that addresses service quality, cost, safety, utilization, supplier performance, and organizational requirements. This structured approach supports reliable services, informed decisions, and stronger control over hospitality and fleet operations.

